

## **Special Alert: Healthy Behaviors Program Communications Released!**

**The Healthy Behaviors Program of the Iowa Health and Wellness Plan is kicking off with a new branding and promotion campaign. The Iowa Health Link branding will be featured on all Healthy Behaviors Program materials.**

**Healthy Behaviors Program Provider Toolkit Now Available:** This new toolkit explains the programs and includes member support materials. It includes details on registration, billing a wellness exam, and use and reimbursement for the health risk assessment. The toolkit will also be released Monday through an Informational Letter. Access the [toolkit here](#) and start getting the activities complete today.

**Healthy Behaviors Member Communications Beginning:** Mailings announcing the Healthy Behaviors Program to members begin next week. Members will receive a letter and flyer explaining the program and how to participate. Mailings will begin in Polk and Linn County the week of May 12, continuing in other counties May 19-26. Access the [Wellness Plan member materials here](#), and the [Marketplace Choice Plan member materials here](#).

**Coming Soon - Stakeholder Toolkit and Working Sessions:** A special stakeholder toolkit will be available this month. In addition, special stakeholder meetings and discussions on the promotion of the Healthy Behaviors Program will be scheduled. Keep watching for more information. If your organization is interested in learning more about stakeholder engagement opportunities, please contact [IMECommunications@dhs.state.ia.us](mailto:IMECommunications@dhs.state.ia.us).



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